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Operators embrace take-out as sales booster

Retail operations account for about 10% of sales at Oscar Taylor. Inset: Big 4 president Lee Cohn (left) and Levy chairman Mark Levy.

Traffic up across the board

By Marilee Hartley

An expanded take-out display counter with delivery services has tacked on a whopping $1 million in extra sales in less than a year at Randall's in Chicago, the Levy Organization's chic rib restaurant.

And scores of other upscale dining spots throughout the country are finding that the advantages of the new in-house retail take-out sections go far beyond simple add-on sales. Operators say the two functions work in tandem to attract customers to both aspects of the business.

Many also say retail concessions help to lower overall food costs and greatly enhance a restaurant's image as a purveyor of quality products.

"It's definitely a brother-and-sister kind of thing," said chef Rick Davis of the 150-seat Charmer's Market restaurant in Santa Monica, Calif., where take-out items account for 50% of gross sales. The restaurant's retail section includes a gourmet case with cold salads and prepared entrées and a butcher shop, a bakery outlet, a pizza concession and a caviar

(Continued on page 150)

J. B.'s set to sever Big Boy link if negotiations fail

Final decision on Marriott franchise due soon

By an NRN Staff Writer

BALTIMORE — J. B.'s Restaurants will decide in two weeks whether to continue its franchise agreement with Marriott or to drop out of the Big Boy family restaurant chain, president Clark Jones said.

Negotiations between Marriott and J. B.'s Restaurants, based in Salt Lake City, to refranchise an 11-state territory are under way. If J. B.'s cannot reach an agreement with Marriott, "We'll be getting out of the Big Boy franchise," Jones declared.

J. B.'s Restaurants operates 99 J. B.'s Big Boys in the West and four Apple Butter Farms units, two specialty dinnerhouses and a motel.

Marriott's chief financial officer, Gary Wilson, said Marriott is ready to accommodate its 20 or so Big Boy franchisees and to provide the needed services but that the franchisees are free to leave the system if they so desire.

"If they want to get out, we'll be happy to talk to them about it," Wilson declared during a presentation at a restaurant seminar held here by investment banker Alex. Brown, where Jones made his comments 24 hours earlier.

Marriott, which is attempting to unify its far-flung Big Boy empire, was jolted last April when its largest franchisee, Shoney's Inc., severed its ties with the Big Boy chain so it could compete with other Big Boy franchisees outside its 11-state territory. Shoney's officials also said they believed that the Big Boy association was not important to customers.

With the defection of Shoney's, Marriott is left with about 200 company-operated

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NEWSPAPER

Bernstein on the LBO game
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New menu item boom intensifies

By Joe Edwards

BALTIMORE — Diversified menus that appeal to a broad spectrum of consumers are needed to boost check averages, win new customers and increase frequency of visits, according to many top chain officials.

Appearing at the fifth annual Alex. Brown restaurant seminar, executives of about 30 operating companies representing chains in nearly every food-service segment forecast a blizzard of new product development, testing and rollouts in coming months.

Among the most surprising new products: grilled halibut and marinated skirt steak at Chi-Chi's, a Mexican dinnerhouse chain; barbecued ribs at Grandy's, a fast-food chicken chain; and roast beef dinners at Po' Folks, a family-restaurant/fast-food hybrid chain.

Most menu additions are designed to build incremental sales in specific meal periods, and many address current consumer demands for foods perceived to be fresh, nutritious and different, officials

(Continued on page 95)

J. Pat Ross
Rax chairman, ceo

Fed probe uncovers mob-restaurant link

***NRN* Special Report**

NEW YORK — Federal authorities say they've nailed the leadership of the Colombo organized crime family with the indictment of 11 men on charges of widespread racketeering, including the alleged extortion of thousands of dollars in payoffs from five city restaurants.

Attorney General William French Smith said the crime family controls seven key unions, enabling it to "strongly influence" New York's restaurant business as well as the construction industry.

"You can't pour concrete in this city without dealing with the Colombo family," declared Rudolph Giuliani, U.S. attorney for the Southern District of New York. "They're involved in a large group of activities that bring in income to the family."

The 53-page indictment accuses Vito Pitta, president of

(Continued on page 147)

Nordlund: Man behind Staley-CFS Continental deal

$38-a-share, $360 million offer outdoes Dart & Kraft

By Don Jeffrey

DECATUR, Ill. — A. E. Staley Manufacturing, a food-processing company, has outbid the big food-service conglomerate Dart & Kraft for the purchase of the nation's second-largest food-distribution company, CFS Continental.

Engineering this bold move is Staley's chairman and chief executive, Donald E. Nordlund, a 62-year-old attorney. Staley has offered $38 a share, or a total of about $360 million. Kraft's bid was about $290 million.

Staley spokesman David Satterfield said CFS would help his company's future earnings growth. He noted that Staley's principal product—high-fructose corn syrup—was reaching maturity in the marketplace.

Donald Nordlund

Kraft reportedly needed CFS to bolster its own food-distribution component but declined to stop Staley's bid. It may look for another food-service distribution company to buy, using its ample cash reserves.

Staley's offer includes an $18 million buyout of Kraft's purchase option.

Staley has enjoyed sound financial results this year, with sales over $2.1 billion and profits up fourfold to $36.6 million. But, with corn syrup reaching maturity and its other principal food product—soybeans—threatened overseas by a wave of European protectionism, a new growth vehicle was needed.

The purchase of CFS, which has sales of about $1.2 billion, would make Staley a major player in the food-distribution business.

Staley has been in food service since 1976, when it purchased Gregg Food Products of Portland, Ore. A few years later it bought another supplier, Illinois-based Re-Mi. But combined sales from these two firms this year were only $65 million to $70 million.

Nordlund, who is described by an associate as aggressive but in a "quiet, low-key style," will leave the running of CFS to its top executives, chairman Robert Cohn and his brother Alvin, the president. CFS would operate as a wholly owned, independent subsidiary of Staley.

For Nordlund this high-stakes deal represents the capstone of a professional career that began when he joined a Chicago law firm after graduating from the University of Michigan Law School.

Nordlund was hired away from the firm by Staley in 1956 as chief legal counsel. He was named vice president in 1958 and president in 1965. The chairmanship came in 1975.

He guided Staley through its period of biggest growth and is credited with taking the small ($300 million), conservative, family-owned company and turning it into a leader in the food-processing industry.

Morrison eyes food-to-go concept in new markets

By an NRN *Staff Writer*

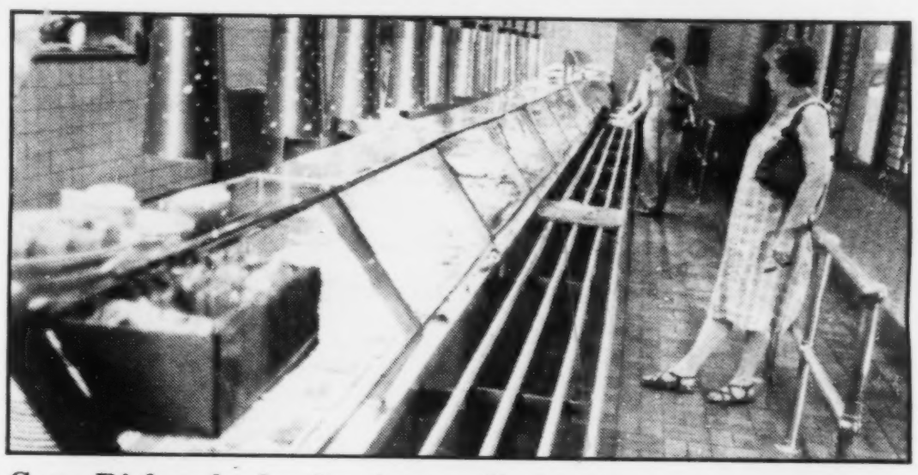
BALTIMORE — Morrison, the largest cafeteria operator—with 158 units in 17 Southern states—is preparing to open a cafeteria in Annapolis, Md., and is putting the finishing touches on two new concepts that feature foods to go.

If the cafeteria in Annapolis is successful, it "may well open a new growth area for us," declared Gene Bishop, president and chief executive of the Mobile, Ala.-based firm. Cafeterias are a tradition in the South but have not done well in other markets despite occasional forays by major cafeteria chain operators.

Bishop also disclosed in comments made at an industry seminar hosted by investment banker Alex. Brown that Morrison is opening a new concept, Silver Spoon Cafe, in a Knoxville, Tenn., mall in a few weeks and plans a second unit by the end of the year. Silver Spoon's menu will list specialty sandwiches, grilled and sautéed seafood, salads, and other items and will have a separate take-out shop featuring domestic and imported items and bakery products. Silver Spoon Cafes will open in regional malls and shopping centers, Bishop said.

The company is also planning a small, freestanding concept with a strictly take-out menu with food supplied by a nearby Morrison cafeteria. The first "satellite unit" will open in two to three months, Bishop said. Some Morrison cafeterias already have take-out sections.

Morrison also operates 33 Ruby Tuesday casual restaurants and three L & N Seafood Grill restaurants.



Gene Bishop looks for Annapolis to "open a new growth area for" Morrison cafeterias, like the one shown above.

COMMODITIES

Is there a future in agricultural futures?

By Gary S. Friedman

Commodities Analyst

It's no secret these days that almost all agricultural commodity prices are at depressed levels. It's gotten to such a low point that a friend of mine, while interviewing with a large brokerage firm that wants to re-establish in agricultural commodities, was asked why any broker would want to get involved with commodities.

Every responsible brokerage house cautions its clients that commodities aren't for everyone. And almost all try to establish that the speculating client is playing with money that is strictly risk capital. And then there is the question of having the correct personality, and in the commodity game that is very important. The personality that is scared about cutting himself while clipping bonds is just not suited for the possibility of volatile price swings just because it is or isn't raining somewhere far off from home. However, that all focuses on clients, not on a person, like my friend who wants to become a broker capitalizing on his knowledge of agriculture and finance.

This really asks, What is the future for agricultural com-

(Continued on page 147)

PRICE MOVEMENT AT A GLANCE

Cash Prices	Oct. 24, 1984	Year ago
Butter, AA, Chicago, lb.	$ 1.59 ¾	$1.49
Eggs, lg. white, Chicago, doz.	$ 0.55-$0.57	$0.76
Flour, HRW, K.C., cwt.	$ 9.70	$9.95
Potatoes, rnd. white, 50 lb., f.o.b., Maine	$ 2.25	$3.71
Pepper, black, N.Y., lb	$ 1.21	$0.81
Sunflower seeds, No. 1, Duluth/Sup., cwt.	$11.90	$13.75
Wheat, No. 2, sft. red, St. Louis, bu.	$3.645	$3.575

Source: NRN *Research*

'You Deserve a Break' author rises to agency's chairmanship

By Ken Frydman

NEW YORK — Keith Reinhard, the 49-year-old former copywriter who created the classic "You Deserve a Break Today" and "You, You're the One" McDonald's campaigns of the 1970's, has been named chairman and chief executive officer of Needham, Harper Worldwide, the country's 20th-largest advertising agency. He thus becomes the third chief executive in the agency's 60-year history.

Reinhard's promotion comes on the heels of the recent appointment of former Needham, Harper Steers/USA president Peter Nelson to the position of senior vice president-marketing for McDonald's Corp. Nelson's move fueled speculation that the $150 million McDonald's domestic account, which Needham had held for 11 years before losing it to Leo Burnett in 1981, might return to Needham.

Over the last three years Reinhard has expressed a strong desire to recapture McDonald's domestic business. But he has yet to comment publicly about the possibility of getting another chance to write commercial jingles like "Grab a bucket and mop,/ Scrub the bottom and top./ . . . At McDonald's, it's clean."

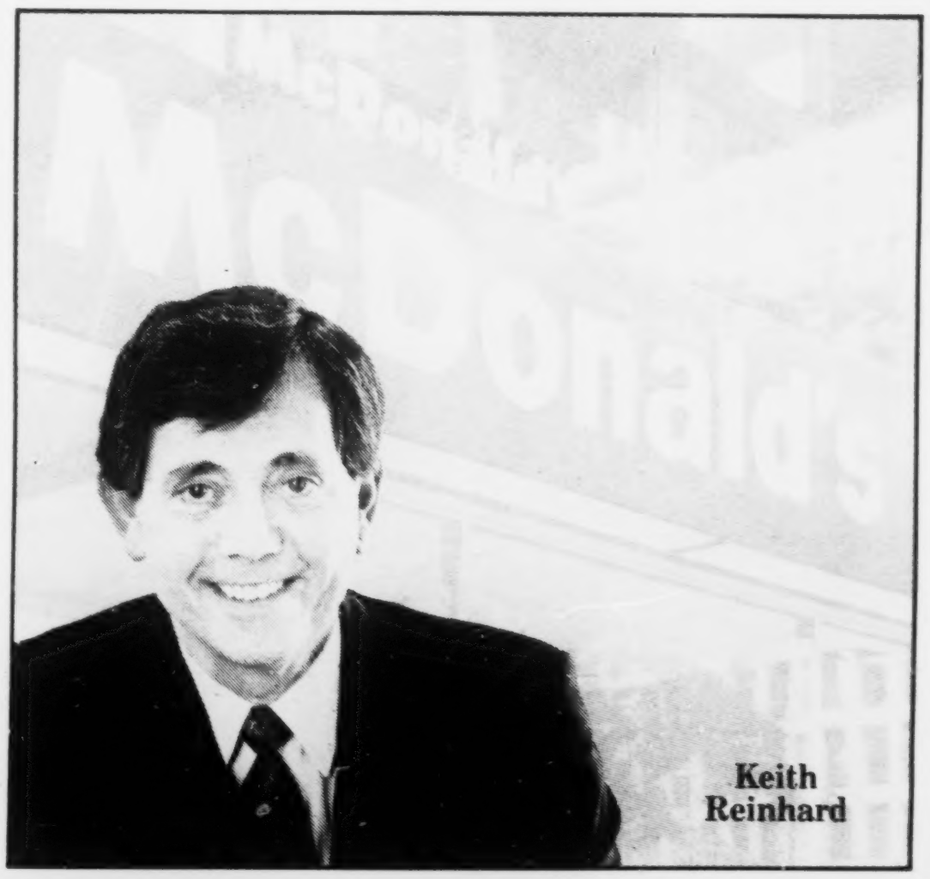
Needham lost the McDonald's account to Burnett apparently because "it was time for a change," according to industry sources.

Reinhard, who at 29 joined Needham, Louis and Brorby, the forerunner of the current agency, succeeds Paul C. Harper Jr., 63, chief executive for 20 years, who remains chairman emeritus on the board of directors and head of the agency's management review board.

Reinhard had most recently served as chairman and chief executive officer of Needham, Harper & Steers/USA, which evolved into Needham, Harper Worldwide. A new 13-member board, including three creative heads, has supplanted the five-member NH&S/USA board.

"One company. One board. One world," Reinhard was quoted as saying recently.

The agency name change was precipitated by Needham Harper's ambitions for international growth. While McDonald's $150 million domestic advertising account is handled today by Leo Burnett, in Chicago, Needham, Harper Worldwide has retained work for various local McDonald's co-ops as well as $40 million in international billings.



Keith Reinhard

FOCUS | NRA

Market segmentation shifting in growing lodging industry

By Joe Edwards

It was fairly easy, as recently as two years ago, to define an American chain hotel simply by reading the name on its sign. If that sign read *Marriott*, for example, a traveler knew he or she would be getting a fairly large, quite comfortable room with some frills and a rate on the upper end of the mid-priced segment. If the sign read *Holiday Inns*, there would be fewer frills and a less expensive room rate. A Marriott hotel typically would have two or three restaurants and lounges; a Holiday Inn would offer a coffee shop, a lounge and perhaps an independent restaurant. If nothing else, the Marriott or Holiday Inns name on a hotel guaranteed consistency.

That strategy served both chains well. In 1983, when the lodging industry was struggling with a national occupancy rate of about 63%, both Marriott and Holiday Inns enjoyed occupancy rates of more than 70% at company-operated properties.

But now Marriott and Holiday Inns, as well as a host of other large chains, are pursuing different courses. Both chains are diversifying far beyond the confines of their traditional market segments, taking part in a market segmentation trend that's sweeping the lodging industry.

At Marriott, whose room inventory has doubled since 1979 to 55,000 rooms at 135 properties, there is a dizzying array of new hotel concepts carrying the Marriott name. Huge convention hotels are rising in New York and Atlanta, and the smaller J. Willard and Marriott convention hotel opened recently in Washington, D.C.

For its part, Holiday Inns is moving into the upper end of the midpriced segment with plusher Crowne Plaza hotels and is developing a chain of budget motels called Hampton Inns.

Marriott and Holiday Inns are not alone in segmenting the lodging market:

- Sheraton, which operates 450-plus hotels with more than 124,000 rooms, recently opened an all-suite resort in Tempe, Ariz.
- Quality Inns, which began segmenting the market in 1980, perhaps the first large chain to do so, operates budget Comfort Inns, midpriced Quality Inns and higher-priced Quality Royale hotels.
- Ramada Inns, with 95,500 rooms in nearly 600 hotels, operates three distinct concepts: the midpriced Ramada Inns, the full-service Ramada Hotels and the upper-end Ramada Renaissance hotels. Ramada also has casino-hotels.
- Trusthouse Forte, the London-based lodging and food-service company, operates midpriced Travelodge and Viscount hotels in this country along with posher hotels, such as the Plaza Athénée in New York City.

STATUS REPORT ON SELECTED HOTEL CHAINS*

Hotel Chain	Number of Hotels	Number of Rooms	Occupancy Rate	Average Room Rate
Hilton Hotels	246	88,864	64%	$74.25
Hilton International	88	32,608	67.5	65.00
Holiday Inns	1,700	310,337	70.2	44.40
Inter-Continental	101†	35,567†	65.0**	63.00**
Marriott	130	54,986	79.3	70.50
Ramada Inns	593	93,592	59.7	37.45
Sheraton	453	124,046	70.0	48.50
Travelodge International	539	39,983		
Westin	48	25,805	72.7	90.00

Source: Smith Barney Research; company reports

*All figures are for 1983 except where otherwise noted.
**Occupancy rate and average room rate for Inter-Continental hotels are for 1982.
†Includes 18 hotels with 5,125 rooms not under the Inter-Continental banner but part of Grand Met hotels.

Hotels shape up menus to cater to fitness-minded

(Continued from page 70)

"But after we ended the fitness menu promotion, we knew that something had to remain. In many properties a number of the better-selling items were carried over to the standard menus of our midpriced restaurants. In fact, the Cancún Crab Melt [introduced in 1980 on Hilton's trailblazing Fitness First menu] is still on a lot of menus."

Furthermore, Hilton now requires that all midpriced restaurants offer such items as decaffeinated coffee, whole wheat bread, cereals containing no salt or sugar, fresh fruit and fresh fruit juices.

Hyatt has taken a somewhat different approach with its Perfect Balance menu, according to Gustavson. Every six months 18 new fitness dishes are developed by the corporate staff, in collaboration with a nutritionist. Individual properties are than allowed to choose two or three items they wish to feature on their menus.

"The preparation of these items takes a certain commitment, since much of the *mise en place* tends to differ from that required by the standard menu," he explains. "We want them to choose items that they are most comfortable preparing, because we can't afford to monitor whether a chef is following the recipe."

For the most part hotel chains are adding the health and diet dishes to the menus of their midpriced restaurants because, as one executive explains, the highest percentage of these dishes are sold at breakfast and lunch. Most upscale hotel restaurants still do thriving dinner business from their standard menus.

However, certain chains are even beginning to adapt the lunch menus of their fine-dining restaurants to accommodate the new fitness movement. Four Seasons hotels, the 18-property Toronto-based chain, recently unveiled in all of their luxury restaurants new lunch menu items that are low in calories, sodium and cholesterol. Offering a choice of three appetizers and three entrées, the menu reminds one of the Spa Cuisine menu featured at the Four Seasons restaurant (which is not related to the hotel chain), in New York City—a pioneer in luxury fitness menus.

At a recent press conference Alfons Konrad, vice president of food and beverage for Four Seasons hotels, said, "Our intention is to make our new, more nutritional recipes look and taste as good as our traditional cuisine. We don't want to call attention to the calorie-conscious guest."

Hotels are also discovering local markets for their fitness menus—particularly those business travelers who, even when not on the road, still prefer to dine light. To herald its Winning Edge promotion, the Hotel Inter-Continental New York sent out a direct-mail piece to 10,000 executives and companies in the neighborhood. The promotion was so successful, Illian says, that the hotel expects to repeat it next summer.

Gustavson says that Hyatt also invested in local promotion for its Perfect Balance menu—a strategy that has resulted in "tremendous" support from area businessmen.

A nonalcoholic-drink menu recently introduced by Holiday Inn Hotels is a barometer of how seriously the chains are taking the fitness and health movement. Implemented as a response to the growing trend toward lower alcohol consumption and a growing concern for public safety, five specialty drinks were developed at the corporate test kitchen in Memphis from combinations of fresh fruit and vegetable juices.

Trend

"Research on beverage trends for the next decade indicates that consumers are gradually moving away from alcoholic drinks toward low- or nonalcoholic beverages," says David Curley, managing director of marketing services for the chain's domestic hotel operations. "This trend, coupled with public concern about drunk drivers and our own concern for our customers' well-being, encouraged us [to develop] an alternative to alcoholic beverages."

Currently enthusiasm appears to be running high among the chains that offer fitness programs, and those directly involved with their development say that this is only the beginning. "It [the fitness menu] has become almost a standard expectation," Duffin says. "If anything, we'll see it increase in terms of interest."

Cole agrees, saying, "They're necessary today. There's a real marketplace for healthy food. We don't regard this as a trend. It's here to stay."

Fitness Menu Sampler

Hotel Inter-Continental New York: The Winning Edge		
Vegetable terrine with mild horseradish sauce	155 cal.	$ 9.50
Poached scrod with spinach	200 cal.	$14.50
Chicken salad with banana mayonnaise, walnuts and grapes with breadsticks	250 cal.	$ 9.50
Sheraton Hotels Corp.: Eat, Drink and Be Healthy		
Oysters broiled with garlic, bread crumbs and Parmesan cheese	N/A	$ 4.25
Lump crabmeat, asparagus, tomato and lettuce with lemon-caper dressing	N/A	$ 7.25
Hilton Hotels Corp.: Fitness First Fiesta		
Crab, bay shrimp, green chilís, jicama and olives, tossed in a lemon vinaigrette, served over iceberg lettuce in a tortilla seashell	360 cal.	*
Turkey, lettuce, tomatoes and bacon combined with guacamole, green chilís and ripe olives, rolled in a tortilla and topped with melted cheddar	575 cal.	*
Four Seasons Hotels		
Bay scallops with red pepper sauce	360 cal.	**
Crab wrapped in green cabbage with rosemary sauce	260 cal.	**
Breast of chicken with leeks	335 cal.	**
Hotel duPont: On the Light Side		
Marinated charbroiled lamb with red and green peppers	445 cal.	$10.75
Poached rockfish topped with a white wine sauce, garnished with mushrooms, tomatoes, olives and green peppers	325 cal.	$10.25
Hyatt Hotels Corp.: Perfect Balance		
Fresh steamed vegetables presented in an Oriental steam basket, accompanied by a light lemon margarine	555 cal.	$ 5.50
Chilled breast of poached chicken, garnished with kiwi fruit, alfalfa sprouts, sliced tomato and cucumber with a lime yogurt dressing	507 cal.	$ 6.00

** Prices vary with each property*
*** $17 per-person fixed price menu, includes appetizer, entrée and dessert*

FOCUS | NRN

Lodging industry rebounds from four-year slump

Occupancy rates gain in most regions

By an NRN Staff Writer

Ask a hotel operator in Houston or New Orleans how business has been so far this year and he may cry on your shoulder—or kick you out the door. But ask an operator in New York the same question and she may brag about the dramatic recovery from the recession.

Such is the state of lodging as it tries to rebound from four straight years of declining occupancy. Business is fluctuating considerably from region to region. Even where there is a marked improvement, it is not as strong as it was expected to be.

The word from chain operators and lodging industry analysts, however, is that business, which has been on an upswing since the fourth quarter of 1983, is expected to improve steadily, at least through the third quarter of 1985.

"Conditions in the lodging industry are better now than they have been in several years," according to Smith Barney Research in a report on the first six months of this year. But, the report adds, "Rates of improvement in occupancy and pricing are not nearly as strong this year compared with the recovery from the 1974-75 recession."

Laventhol & Horwath, a public accounting firm and lodging consultant, reports that "the continued strength of the United States lodging industry was evident in June as the national occupancy rate rose to 70.6%, 2.8% above June 1983 levels." Occupancy rates for the year are expected to hover in the 64%-65% range.

In the long term operators traditionally look to higher room rates and rising food and beverage charges to give them overall sales increases from year to year. Total industry sales rose 9.4% in June, compared with June 1983, and 9.9% in the first six months of this year, compared with 1983's first half, according to the latest Laventhol & Horwath report.

These and other figures show that price inflation can cover problems of soft occupancy rates. Laventhol & Horwath also notes that in June the average charge per occupied room rose 7.4%, to $56.50, and total revenue per occupied room jumped 6.2%, to $83.38, compared to year-earlier figures.

Also exuding confidence is Kenneth Hine, general manager of the American Hotel and Motel Association, who says that "hotels and motels are experiencing a 4.7% growth in gross receipts this year—the highest increase of all sectors in the travel and tourism industry."

Overall, Hine adds, "The lodging industry is very healthy financially, with a strong future of steady growth through the 1980's."

The current recovery, however soft it may be for lodging, is welcome news to hotel operators throughout the nation who are responding to an improvement in business with plans for a wide variety of new concept development, further expansion and massive rehabilitation projects for older properties.

There are dark clouds on the horizon, however. Some experts, including Smith Barney's lodging analysts, warn that the recovery is not very strong and may fall apart toward the end of next year. In the same report Smith Barney blames "the high rate of new building in the early 1980's" for "holding back the degree of recovery."

Though many chain operators vehemently disagree that the lodging market is saturated, or even approaching saturation, there are signs to the contrary.

In Houston, where 8,500 mostly luxury rooms were added between 1981 and 1983, many operators are suffering. Occupancy rates fell to 54% in 1983 from 68% in 1981, mostly because of the late arrival of the recession in Houston and, some say, an overbuilding of hotels.

Whatever the reason, the situation in Houston is so grim that one large chain, after opening a new upscale hotel in an effort to draw business to the hotel, was forced to offer free round-trip airline tickets to Europe to the first 3,000 guests staying five nights or more.

The situation isn't any better in New Orleans, where a dropoff in convention business, sparse attendance at the World's Fair and a crunch of new luxury hotels downtown have sent occupancy rates skidding.

In July occupancy at New Orleans hotels hit rock bottom—about 40%, according to the city's Convention Bureau. This followed a dismal hotel performance in 1983, when the occupancy rate was less than 61%, down more than 8% from the previous year. From 1981 to 1983 eight new hotels opened in downtown New Orleans, doubling the city's room inventory to 24,000.

But in New York, where there have been numerous hotel openings and renovations in the last few years, occupancy so far this year is a healthy 72%, up from 68.8% in 1983. Multimillion-dollar refurbishing projects were recently completed or are under way at the Waldorf-Astoria, Pierre, Mayflower Regency, Penta, Hilton, Plaza Athénée, Lowell and Novotel. And next year the 1,800-plus-room Marriott Marquis on Broadway at 45th Street.

The recession, which cost the lodging industry an estimated $20 billion in revenue, had a varying impact on hotels in different parts of the country and on different types of operations, according to Saul F. Leonard, speaking for Laventhol & Horwath.

Properties in the Northeast and West, where occupancy and average room rates were higher than in other regions, had a ratio of income before fixed charges to total sales below the median for all establishments, Leonard says.

Hotels and motels in the North Central States show the highest ratio of income before fixed charges to total sales and also the greatest improvement in occupancies, he adds, while occupancies declined sharply in the South Central region—the second year in a row.

Noting that the average annual growth rate of rooms in the 1980's has been 2.4%, while the average annual growth in occupied rooms has been 1.6%, Leonard warns that "competition is going to be rough as management looks for ways to survive until de-

(Continued on page 76)

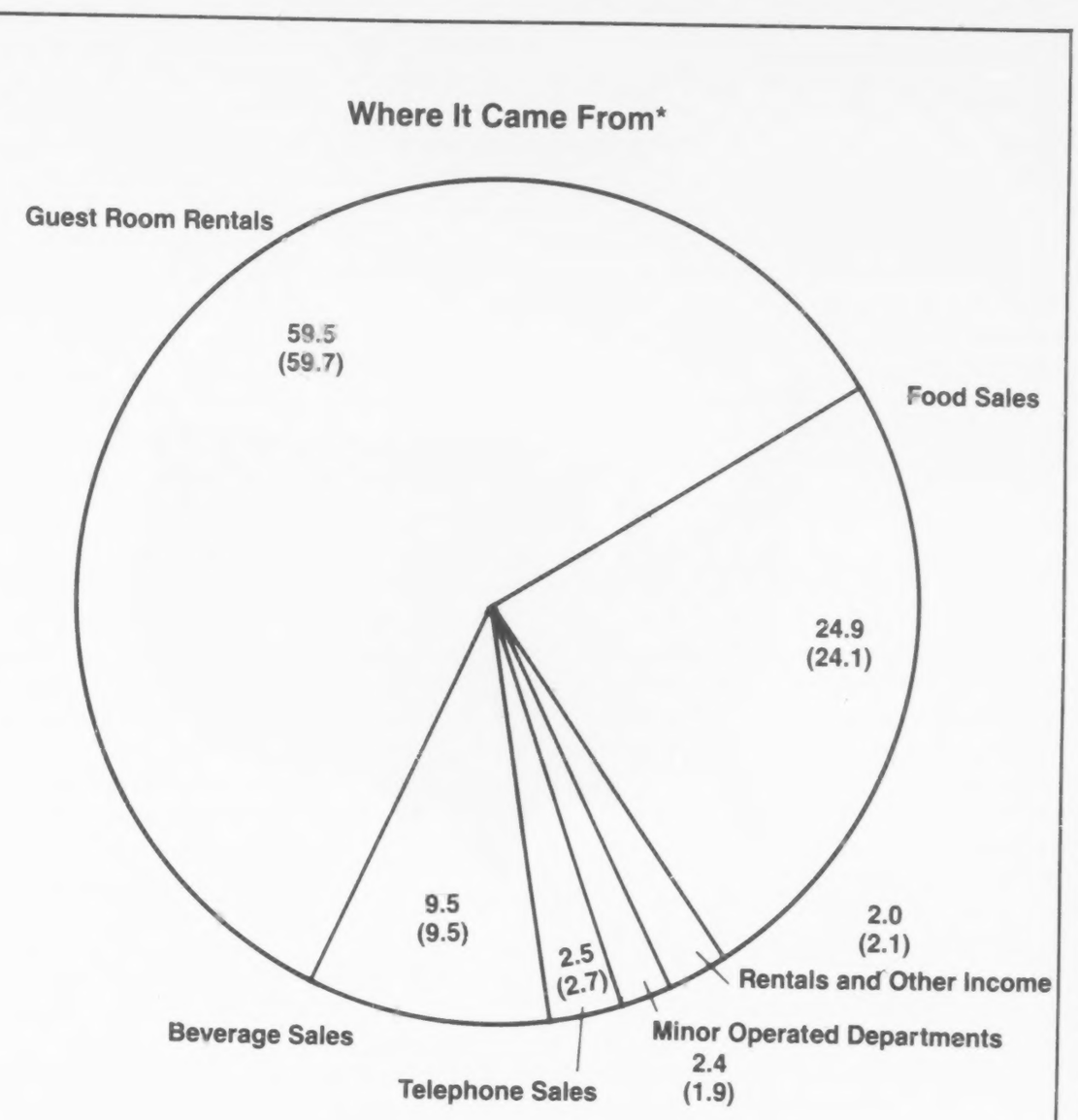
HOTEL OCCUPANCY RATES

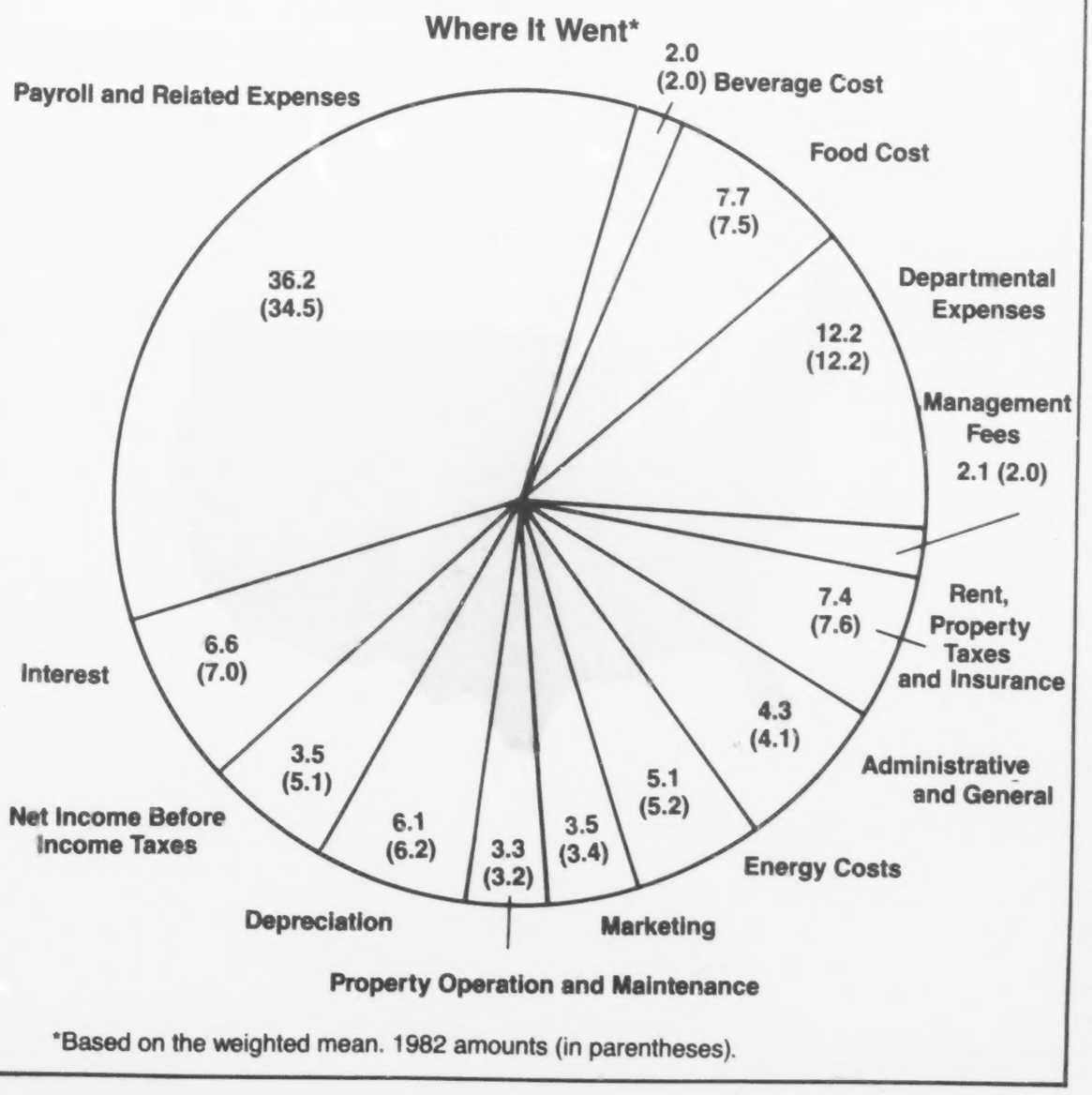
	Yearly Average	Percentage Change
1968	71.19	−0.76
1969	69.55	−2.39
1970	63.70	−8.41
1971	62.29	−2.03
1972	64.97	4.28
1973	66.43	2.26
1974	65.10	−2.03
1975	62.35	−4.17
1976	65.19	4.49
1977	67.40	3.46
1978	69.86	3.62
1979	69.24	−0.86
1980	66.93	−3.37
1981	65.34	−2.42
1982	62.39	−4.50
1983	62.94	0.68
1984*	63.94	1.83
1985*	64.98	1.63

Source: U.S. Department of Commerce, Laventhol & Horwath, Smith Barney Research

*Estimates by Smith Barney Research

THE U.S. LODGING INDUSTRY DOLLAR, 1983





*Based on the weighted mean. 1982 amounts (in parentheses).

FOCUS | NRN

Hotels make gains, but recovery may be short-lived

(Continued from page 74)

mand rebounds to catch up with supply."

Many industry executives and analysts blame the lodging industry's problems on the recession, which in turn led to a 14% drop in business travel in 1983, according to the U.S. Travel Data Center.

Arguments about whether overbuilding contributed to the problems are inconclusive. Manuel Ferris, president of Howard Johnson Hotel Groups, says he believes that underutilization of properties and not overbuilding is the problem.

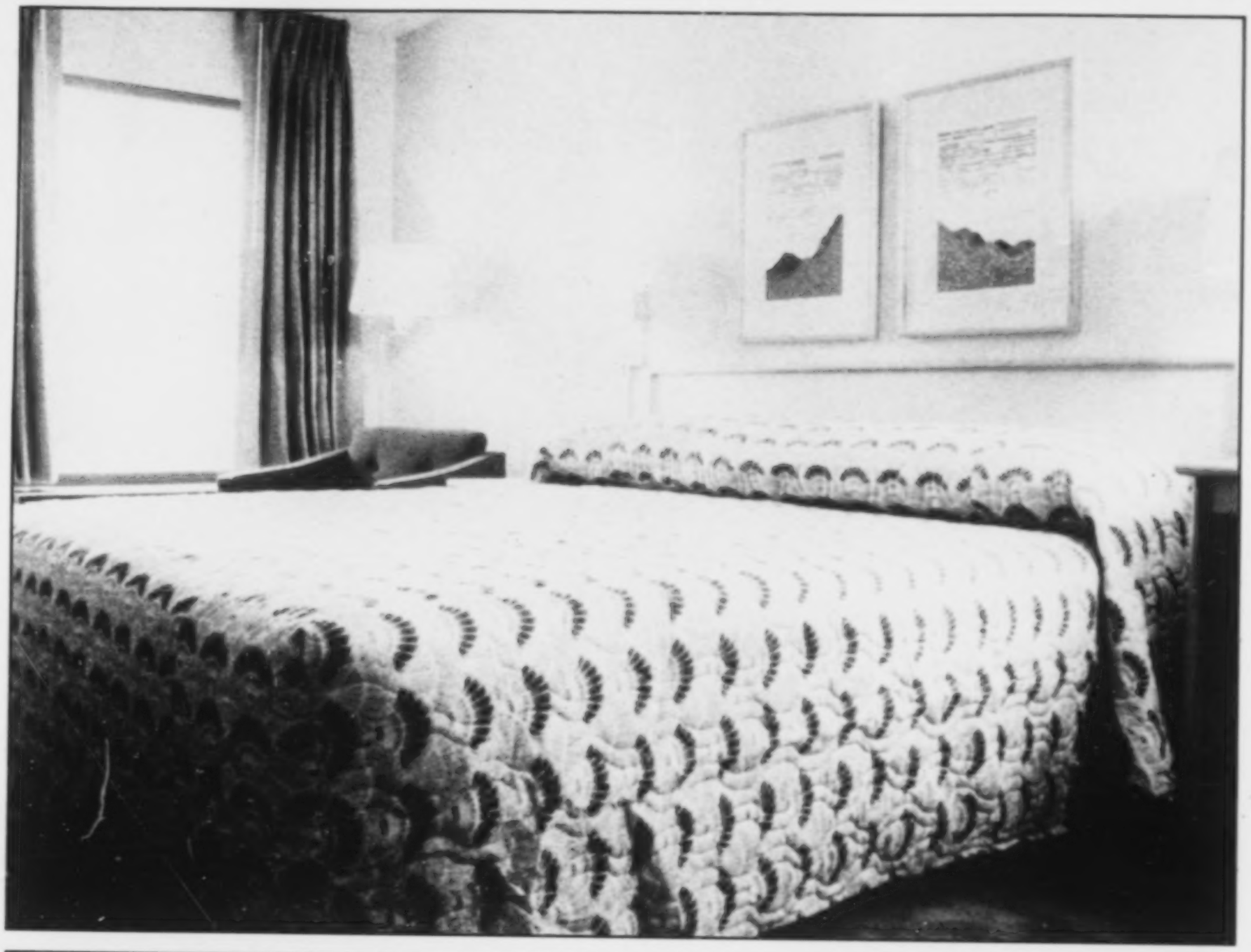
The U.S. Census Bureau reports there were 35,560 hotels and motels in the United States in 1982, down from 37,154 in 1977. In New York City alone the number of hotel rooms has been steadily declining since 1945, when there were more than 120,000 rooms. In the last two years the city's room inventory has held steady at about 97,000.

Leonard says that 200,000 rooms closed nationwide between 1979 and 1983—most of them in smaller, inefficient and poorly located properties. During the same period, 523,000 new rooms were added, for a net gain of 323,000.

And Smith Barney analysts say outright that overbuilding and weak local economies contributed equally to low occupancy rates at hotels in Dallas, Houston, New Orleans, Tulsa, Boston, Miami, Minneapolis-St. Paul and Seattle.

But, judging from their development plans, many top chains do not take seriously the talk of overbuilding.

Ramada Inns is adding 10,000 rooms this year and plans to have 140,000 within the next four years. Marriott is expanding the number of rooms by 19% to 20% annually. Hilton will continue to expand modestly; between 1977 and 1983 the chain grew at a 6% annual rate. Holiday Inns, while opening a new hotel every five days or so, for a total of 1,707, with 310,337 worldwide, has only a 2% annual growth rate because it is shutting down almost as many old hotels as it opens new ones. Holiday Inns plans 26 to 30 Granada Royale all-suite properties and also an undetermined number of Hampton Inns.



This is the flagship Hampton Inn Hotel, a division of Holiday Inns Inc. The 2-story unit opened in Memphis in September.

HOTEL SALES AND OCCUPANCY REPORT

(June 1984 compared with June 1983)

Sales (% change)	
Total	9.4%
Rooms	10.7
Food and Beverage	6.9
Other	6.8
Occupancy	
Rate	70.6
% Change	2.8
Double Occupancy	
Rate	59.4
% Change	4.6
Room Sales per Occupied Room	
Average	$56.50
% Change	7.4
Total Sales per Occupied Room	$83.38
% Change	6.2

Source: Laventhol & Horwath

FINANCIAL NEWS

Winners' 3rd-qtr. net profit down 73%

NASHVILLE — Winners Corp. said its net profit for the third quarter ended Sept. 30 was $223,000, 73% below last year's quarter. Sales increased 14%, to $27.3 million.

The company, which owns the 167-unit Mrs. Winner's chicken and biscuits chain and 55 franchised Wendy's outlets, said sales at comparable units were flat in the quarter.

For the nine-month period, Winners Corp. posted $1.3 million in net profit, a 34% year-to-year decline, on revenue of $79.7 million, a 27% advance.

The company said it planned to increase advertising spending, particularly for breakfast.

Sea Galley 9-month net profit $6.1M

MOUNTLAKE TERRACE, Wash. — Despite a store-level sales slump at the 48-unit seafood dinnerhouse chain, Sea Galley Stores Inc. said tighter operations yielded $2.3 million of net profit in the third quarter, ended Sept. 9, compared to a $514,000 net profit last year.

Third-quarter sales slipped 17%, to $15.7 million, reflecting the sale of its processing facilities and store-level sales 11% below last year's period.

For the year to date, Sea Galley reported net profit of $6.1 million, up from $319,000 last year. Sales fell 10%, to $48.3 million.

Sea Galley Stores also owns 39% of Flakey Jake's Inc., a 16-unit operation the company describes as an "upscale hamburger" concept.

Holiday Inn 3rd-qtr. net up 4% to $50M

MEMPHIS — Holiday Inns Inc. posted $49.7 million in net profit for the third quarter, ended Sept. 28—a 4% rise over the year-ago quarter. Revenue increased 6%.

For the nine-month period, the hotel operator said, net profit was $110.4 million, a 1% rise, and revenue was $1.33 billion, a 12% advance.

Other income included a $5.1 million gain from the sale of the Harrah's automobile collection in the quarter.

Fresher Cooker loss $1.1M

LOUISVILLE, Ky. — The Fresher Cooker, an 18-unit fast-food chain, said it had a $511,511 net loss in the third quarter, ended Sept. 2, compared to a $176,659 deficit at the same time last year. Revenue rose 61% year-to-year, to $1.04 million.

Year-to-date net loss was $1.1 million, against last year's loss of $323,828.

FOOD-SERVICE CHAIN STOCK ANALYSIS TABLE

Stocks mixed in listless market; gainers top losers

NEW YORK — Stocks on the *Nation's Restaurant News* Food-Service Stock Analysis Table turned in a mixed performance in the two weeks ended Friday, Oct. 26.

In almost an even split between advancing and declining issues, 45 gained in price, 42 fell, and 14 finished where they started.

The Dow Jones Industrial Average in the same fortnight rose from 1,190 to 1,226, but fell back again to close at 1,205. Analysts said the market was buoyed early by breaking oil prices, but a continued economic slowdown outweighed the further good news of slipping interest rates.

Diversifoods led the volume list, with 2 million shares trading hands in the second week of the two-week period. Analysts said the stock was losing its leveraged-buyout luster as it slipped $1 per share, to close at $12.50.

McDonald's Corp. gained $1.38, to close at $53.13. The company posted third-quarter earnings advances.

Jerrico rose $1.13, to $17.13. The company adopted a tough antitakeover measure and released financial news that analysts said pointed to a continued rebound.

Chili's, which issued 900,000 shares in a secondary offering, rose 13¢, to $21.38.

Holiday Inns, on earnings news, edged upward $2.63, to $39.88.

Carl Karcher was among the biggest losers. After reporting soft sales, the stock tumbled $7.88, to close at $15.25, a 52-week low point.

Naugles dropped $2, to $7.25, after soft second-quarter 1985 results led analysts to cut estimates for the full year.

G. D. Ritzy's closed at $2.75, a 52-week low, after losing $1.50.

Among the gainers, Mr. Steak rose 25¢, to $1.63. Calny Food was up $1.75, to $10.25. Church's gained $1, to $28.50. El Torito added $1.13, to $13.13. Hilton Hotels was up $2.50, to $54.25. Luby's rose $2.88, to $31.88.

VOLUME LEADERS

Company Name	The Week's Volume (100's)	Company Name	The Week's Volume (100's)
Diversifoods	20,249	Gen Mills	8,613
McDonald's Cp	14,308	Karcher Carl	7,811
Jerrico Inc	11,697	Transworld	7,561
Chilis Inc	9,141	Chi-Chi's	7,099
Holiday Inns	9,099	PepsiCo Inc	6,389

TOP FIVE GAINERS

Company Name	The Week's Volume (100's)	Latest Closing Prices	% Price Change Last Week
Calny Food	947	10.25	+ 20.6
Mr Steak	247	1.63	+ 18.2
Flakey Jakes	1,061	8.00	+ 14.3
Luby's Cafe	398	31.88	+ 9.9
El Torito Rest	245	13.13	+ 9.4

TOP FIVE LOSERS

Company Name	The Week's Volume (100's)	Latest Closing Prices	% Price Change Last Week
Ritzys G D	821	2.75	- 35.3
Karcher Carl	7,811	15.25	- 34.1
Naugles Inc	1,713	7.25	- 21.6
Allegheny Bev	1,273	17.25	- 13.8
Kapok Cp	321	1.63	- 13.3

		STOCK PRICE							TREND TO MARKET				EARNINGS/SHARE					P/E	DIVIDENDS			FINANCIAL POSITION				
		The Week Ended Oct. 24							Price Trend (% per day)		Volume Trend (% per day)			Latest 12 Months vs Preceding 12 Months Change						Indicated Dvd. rate						Last Fiscal Year (Per Share)	
					Change		52-Week															Last X-Dvd. Date	Last Fiscal Year		Current Ratio		
Name	Symbol	High	Low	Close	Amt	Pct	High	Low	Last 30 Days	Last 5 Days	Last 30 Days	Last 5 Days	Last Fiscal Year	Amt.		Pct	5-Year Annual Growth Rate	Profit Margin	Latest P/E Ratio	Amt.	Yield		Revenue	Earnings		Long Term Debt	Common Stock Equity
-	-	$	$	$	$	%	$	$	%	%	%	%	$	$		%	%	%	-	$	%	-	$ Mil	$ Mil	-	$	$
A&M Food Svcs	AMFD	4.25	4.00	4.00	-.25	-5.88	8.75	3.88	-.66	.23	-1.16	-68.54	.40	-.06	S	-13.3	6.0	4.3	10.3	.00	.0	00-00-00	25.4	1.1	2.5	1.21	2.19
Acapulco Rest	ALAR	4.38	4.13	4.38	.25	6.06	6.50	3.88	-.21	1.21	3.87	9.35	-2.05	-1.90	S	-117.6	-74.0	-12.9	NE	.00	.0	01-06-81	37.9	-4.9	1.8	6.37	1.01
Allegheny Bev	ABEV	19.75	17.00	17.25	-2.75	-13.75	20.00	13.44	.90	-3.33	5.59	20.88	1.67	.00	S	0	33.0	2.1	11.1	.80	4.6	09-26-84	526.1	10.8	1.8	30.14	10.01
Am Motor Inns	INN	21.00	20.50	20.75	-.25	-1.19	21.75	12.50	.05	-.04	-.73	68.52	1.26	.01	S	.8	34.0	8.6	18.2	.16	.8	08-09-84	162.5	13.9	1.8	6.02	7.95
ARA Services	ARA	68.25	67.50	68.25	.63	.92	68.25	40.25	.15	.27	4.19	48.80	4.51	.92	N	23.0	-1.0	1.8	13.9	2.10	3.1	08-27-84	3056.6	53.7	1.1	22.33	44.24
Assoc Hosts	AHST	15.63	14.00	14.75	-1.50	-9.23	17.13	10.50	.10	1.08	-1.13	-8.81	.72	.33	N	61.1	1.0	3.6	17.0	.12	.8	09-11-84	88.3	3.2	1.3	5.25	5.71
Beefsteak Char	BCS	3.13	2.88	2.88	.00	.00	5.00	2.63	-.43	.53	-2.88	-41.94	-1.30	-2.34	Q	-285.3	-53.0	-7.0	NE	.00	.0	00-00-00	95.2	-6.7	1.7	3.13	3.54
Bob Evans Farms	BOBE	20.25	18.00	18.00	-.50	-2.70	24.00	14.75	.18	-1.86	6.20	-11.93	.98	.07	Q	7.5	14.0	8.0	18.0	.30	1.7	08-06-84	201.7	16.1	2.4	.00	6.20
Brock Hotel Cp	BHC	4.38	3.75	3.88	-.25	-6.06	7.63	3.75	-.56	-1.40	2.35	-5.54	.17	-.04	S	-22.2	-10.0	.7	27.7	.10	2.6	07-05-84	319.8	2.2	.8	15.66	4.47
Calibre Cp	CLBR	4.25	3.50	4.00	-.25	-5.88	9.00	3.25	-.76	2.50	-1.61	-17.31	.07	-.20	S	NC	-67.0	3.2	NE	.00	.0	00-00-00	6.3	.2	.9	.60	2.12
Calny Food	CLNY	10.38	8.50	10.25	1.75	20.59	10.75	7.25	.53	.09	3.72	4.64	.52	.07	S	14.0	5.0	4.8	18.0	.16	1.6	08-08-84	43.6	2.1	1.3	.66	3.76
Capt Crab Inc	CRAB	2.25	1.88	2.13	.13	6.25	6.88	1.63	-.16	2.33	-3.03	-28.22	.00	-.05	N	NC	-67.0	.0	NE	.00	.0	00-00-00	1.5	.0	7.5	.01	.29
Carrols Cp	CRL	9.75	8.50	9.13	.63	7.35	10.88	7.13	-.20	-.55	-1.72	-22.35	.68	.09	Q	15.7	70.0	3.8	13.8	.05	.5	12-23-83	121.7	4.6	1.2	2.34	4.22
Chi-Chi's	CHIC	15.13	13.88	13.88	-.25	-1.77	25.75	12.50	-.21	-.94	-.23	23.36	.66	.24	Q	52.1	120.0	10.6	19.8	.00	.0	09-28-83	158.0	16.7	3.2	.96	3.54
Chilis Inc	CHLI	21.38	19.00	21.38	.13	.59	24.25	12.75	-.40	2.97	10.01	47.82	.29	.17	N	NC	2.0	6.4	NM	.00	.0	00-00-00	31.2	2.0	1.3	1.82	.63
Ch Full O Nut	CHF	9.25	8.38	8.50	-.25	-2.86	18.81	8.38	-.44	.26	2.62	-4.70	.62	-.20	N	-35.7	-6.0	2.9	23.6	.48	5.6	06-29-84	111.6	3.2	2.9	.34	6.69
Churchs Fr Ch	CHU	29.38	27.25	28.50	1.00	3.64	32.50	21.25	.25	.79	.42	8.77	1.66	-.61	S	-27.4	.0	7.0	17.7	.80	2.8	10-29-84	454.5	31.6	1.6	.74	12.68
Collins Foods	CF	25.13	21.63	24.63	.75	3.14	25.13	14.88	.10	.10	-.09	2.70	1.77	.29	Q	18.5	35.0	3.9	13.3	.24	1.0	09-24-84	393.3	15.4	2.1	7.26	11.44
Concept Dev	CDII	8.00	7.75	7.75	.00	.00	17.69	6.00	.06	.28	-1.51	-22.45	.06	.06	N	NC	116.0	1.3	NM	.00	.0	06-12-84	7.8	.1	1.0	.32	1.59
Consul Restaurant	CNSL	7.88	7.25	7.25	-.50	-6.45	17.88	7.13	-.12	-1.59	-3.63	25.59	.32	.06	F	23.0	35.0	2.2	22.7	.00	.0	00-00-00	63.4	1.4	2.8	7.13	6.09
Cracker Barrel	CBRL	17.75	14.25	14.75	-1.88	-11.28	24.75	14.25	-.74	-2.37	-.84	-55.70	.86	.06	N	6.8	24.0	4.4	15.9	.14	.9	09-04-84	45.7	2.0	4.1	2.64	7.33
Cucos Inc	CUCO	4.00	3.75	4.00	.25	6.67	5.00	3.50	.22	.23	-1.85	-36.25	.19	.19	N	NC	38.0	8.3	21.1	.00	.0	00-00-00	2.4	.2	.7	20.00	50.00
Denny's Inc	DEN	40.75	40.00	40.75	.63	1.56	41.38	30.25	.18	.62	-5.74	-1.56	2.76	.22	F	8.6	16.0	3.7	14.8	.72	1.8	09-04-84	1216.0	44.7	1.4	17.25	19.71
Disney, Walt	DIS	59.50	57.13	57.88	-.25	-.43	68.50	45.25	-.23	.25	-3.83	-13.40	2.70	.21	N	7.3	-3.0	7.1	19.0	1.20	2.1	09-13-84	1307.4	93.2	1.4	10.04	40.58
Diversifoods	DFDI	14.63	12.50	12.50	-1.00	-7.41	19.13	10.50	.61	-2.33	-1.22	4.16	.99	-.13	S	-11.7	63.0	6.8	12.8	.26	2.1	10-09-84	484.3	32.9	1.1	2.68	5.48
Dunkin Donuts	DUNK	23.88	22.63	23.63	.13	.53	26.25	18.13	-.25	.30	2.75	14.22	1.62	.25	N	15.9	23.0	10.2	13.0	.32	1.4	08-13-84	77.5	7.9	.9	5.93	9.56
El Chico	ELCH	8.63	8.25	8.63	.13	1.47	14.75	7.75	-.03	.98	-1.94	7.43	.80	.80	Q	NC	73.0	4.7	10.8	.00	.0	01-04-84	77.0	3.6	1.7	.37	4.04
El Torito Rest	ET	13.50	12.00	13.13	1.13	9.38	14.63	9.00	-.17	.86	.35	4.34	.68	.85	S	NC	43.0	4.1	15.4	.00	.0	00-00-00	210.7	8.6	.5	4.97	4.76
Esteban Foods	ESTB	2.50	2.25	2.25	-.13	-5.26	4.88	1.63	1.15	.00	1.62	-45.36	.09	.09	S	NC	22.0	1.9	25.0	.00	.0	00-00-00	10.3	.2	1.3	.73	.81
Fast Food Oper	POPI	.94	.81	.88	.06	7.69	2.75	.81	-.77	.71	-1.27	-59.25	.06	.01	F	20.0	59.0	4.9	14.6	.00	.0	00-00-00	6.1	.3	.7	.02	.41
Flakey Jakes	FJAK	8.25	7.13	8.00	1.00	14.29	9.13	4.00	-.06	-.19	-.99	29.67	-.15	-.15	S	NC	NC	-23.1	NE	.00	.0	00-00-00	2.6	-.6	2.0	.27	1.02
Frisch's	FRS	31.38	30.63	30.63	-.75	-2.39	32.94	24.00	.05	-.20	-2.22	5.88	2.21	.29	F	15.1	22.0	4.0	13.9	.40	1.3	10-01-84	124.0	4.9	1.0	5.56	16.28
Fuddruckers Inc	FUDD	14.50	13.38	13.63	-.75	-5.22	17.50	9.25	-.03	-.02	1.52	5.08	.06	.02	Q	NC	7.0	2.0	NM	.00	.0	00-00-00	10.0	.2	4.9	.56	1.26
Garcias Scot	GMEX	3.88	3.13	3.50	.13	3.70	9.00	2.88	-.20	-1.88	-.25	-10.20	-.48	-.09	Q	NE	1.0	-6.1	NE	.00	.0	00-00-00	36.2	-2.2	.9	.55	3.61
Gen Mills	GIS	58.50	52.25	52.75	-2.88	-5.17	60.00	41.63	-.10	-2.05	1.51	32.33	4.98	-.55	Q	-10.5	12.0	4.2	11.3	2.24	4.2	10-03-84	5600.8	233.4	1.2	8.01	27.05
Good Taco	TACO	2.75	2.25	2.38	-.25	-9.52	7.00	1.50	-.70	-1.50	-1.28	-15.03	-.72	-.39	Q	NE	-63.0	-187.5	NE	.00	.0	00-00-00	.8	-1.5	8.7	.04	1.56
Hamburg Hamlet	HAMB	10.75	10.75	10.75	.00	.00	11.25	9.50	.01	.20	3.52	.60	1.16	2.26	F	NE	-17.0	2.3	9.3	.00	.0	00-00-00	35.5	.8	1.1	20.17	13.49

Diversifoods 3rd-qtr. profit down 17%

By an NRN Staff Writer

ITASCA, Ill. — Burdened by its ailing Godfather's Pizza division and heavy expenses at its Burger King outlets, Diversifoods Inc. said this year's third-quarter net profit was 17% lower than last year's.

The company said net profit in the quarter ended Sept. 30 was $7 million, compared to $8.5 million last year. Third-quarter revenue rose 16%, to $148.8 million.

Led by president and chief executive Donald N. Smith, Diversifoods management has proposed taking the company private for $15.50 per share, or $525 million in a leveraged buyout.

The company's stock price drifted to below $13 as, analysts said, investors came to believe that it would take months for Smith to win financing for the deal.

So far this year Diversifoods' net profit has totaled $22.2 million, 3% below last year's period, on revenue of $420.7 million, up 17%.

Smith blamed the reduced earnings on lower store-level sales and margins and greater corporate overhead at Godfather's.

Sales at the company's Burger King and Chart House division were "significantly" higher than last year, Smith said, but operating earnings didn't follow because of increased advertising spending and start-up costs at new outlets.

For the fourth quarter, he said, "We do not expect significant short-term earnings improvements."

Sandwich Chef finalizes deal to acquire Wine & Cheese Inc.

BIRMINGHAM, Ala. — Sandwich Chef Inc., operator of 206 office-building lunch counters, said it has completed the acquisition of Wine & Cheese Inc., a five-store Houston chain, in a deal valued at $750,000.

Sandwich Chef said the purchase price included 11,500 shares of Sandwich Chef stock and the assumption of $600,000 of Wine & Cheese's debt.

Collins Foods declares stock split

LOS ANGELES — Collins Foods International Inc. declared a 3-for-2 stock split, payable Nov. 16, to stockholders of record Nov. 2.

FOOD-SERVICE CHAIN STOCK ANALYSIS TABLE

		STOCK PRICE							TREND TO MARKET				EARNINGS/SHARE					P/E	DIVIDENDS			FINANCIAL POSITION				
		The Week Ended Oct. 24							Price Trend (% per day)		Volume Trend (% per day)			Latest 12 Months vs Preceding 12 Months Change		5-Year Annual Growth Rate	Profit Margin		Indicated Dvd. rate			Last Fiscal Year			Last Fiscal Year (Per Share)	
Name	Symbol	High	Low	Close	Change Amt	Change Pct	52-Week High	52-Week Low	Last 30 Days	Last 5 Days	Last 30 Days	Last 5 Days	Last Fiscal Year	Amt.	Pct			Latest P/E Ratio	Amt.	Yield	Last X-Dvd. Date	Revenue	Earnings	Current Ratio	Long Term Debt	Common Stock Equity
-	-	$	$	$	$	%	$	$	%	%	%	%	$	$	%	%	%	-	$	%	-	$ Mil	$ Mil	-	$	$
Hilton Hotels	HLT	54.50	51.50	54.25	2.50	4.83	59.50	45.50	.28	.60	-1.98	14.25	3.20	-1.38	N	-35.5	-3.0	14.0	21.7	1.80	3.3	08-31-84	611.6	85.9	2.6	9.06	23.73
Holiday Inns	HIA	40.50	36.50	39.88	2.63	7.05	54.75	35.25	.00	.79	.57	26.01	3.28	.29	N	9.2	12.0	7.8	11.7	.90	2.3	09-05-84	1565.1	124.4	.7	12.90	27.76
Horn & Hardart	HOR	10.25	9.38	10.13	.50	5.19	24.75	9.25	-.51	1.03	-8.01	9.44	1.09	.35	Q	46.6	71.0	4.0	9.2	.00	.0	08-15-84	339.7	13.5	1.1	3.04	7.86
Hungry Tiger	HTIG	5.00	4.75	4.75	-.25	-5.00	9.00	4.25	-.21	-1.21	-2.46	10.67	.00	-.78	N	-130.0	-17.0	.0	NE	.00	.0	11-15-82	63.8	.0	.9	4.75	3.66
Intl Dairy Queen	INDQ	40.00	40.00	40.00	.00	.00	40.00	32.50	.10	.25	-9.90	-36.36	2.94	.70	S	27.6	54.0	6.2	12.4	.00	.0	00-00-00	115.7	7.2	1.0	11.31	7.21
Intl King Tab	IKNG	16.25	15.25	15.50	-.50	-3.13	18.63	11.38	-.13	-1.17	.19	19.81	1.27	.43	F	51.1	74.0	4.9	12.2	.00	.0	09-11-84	78.2	3.8	.4	4.69	2.89
JB's Rest	JBBB	15.00	14.25	14.25	-.50	-3.39	16.25	10.38	-.07	-.81	-.89	-5.50	1.00	.07	N	6.7	20.0	4.1	12.8	.20	1.4	08-06-84	53.3	2.2	1.0	5.17	7.42
Jerrico Inc	JERR	18.25	15.88	17.13	1.13	7.03	19.63	11.88	.08	-1.33	3.60	-31.84	1.28	.03	F	2.4	10.0	4.2	13.4	.12	.7	08-20-84	484.1	20.4	1.5	4.54	11.47
Kapok Cp	KPK	2.00	1.50	1.63	-.25	-13.33	6.13	1.13	-2.42	-.93	3.21	-10.13	-1.29	-.92	F	NE	-52.0	-22.0	NE	.00	.0	00-00-00	12.3	-2.7	.7	1.74	2.45
Kelly-Johnston	KEJO	3.75	3.50	3.50	-.13	-3.45	16.00	2.63	-.42	-1.17	-3.29	-.53	.04	-.93	Q	-221.4	-27.0	.3	NE	.00	.0	10-13-82	88.1	.3	1.0	3.72	6.13
Karcher Carl	CARL	23.50	15.25	15.25	-7.88	-34.05	39.50	15.25	-.95	-7.89	9.01	15.41	1.32	.25	N	19.3	21.0	4.0	9.9	.00	.0	02-16-83	289.8	11.5	1.6	10.04	9.89
Luby's Cafe	LUB	32.00	29.00	31.88	2.88	9.91	32.00	23.63	.43	.65	2.40	-18.35	1.15	.23	N	20.7	27.0	9.8	23.8	.54	1.7	09-10-84	141.4	13.9	1.6	.45	5.85
Marcus Corp	MRCS	14.75	14.00	14.63	.50	3.54	15.00	11.38	-.01	.42	-3.53	-53.45	1.44	.16	F	12.5	6.0	5.8	10.2	.28	1.9	07-10-84	126.7	7.4	1.2	2.72	11.07
Marriott Corp	MHS	80.25	74.00	77.00	2.75	3.70	80.25	58.50	.02	-.50	.02	-38.79	4.15	.59	N	15.0	28.0	3.8	17.0	.44	.6	09-17-84	3036.7	115.2	.8	39.87	23.37
Maverick Rest	MAVR	6.00	5.25	5.25	-.38	-6.67	7.00	4.13	-.07	-1.55	1.26	-63.75	.13	.13	S	NC	85.0	9.5	40.4	.00	.0	00-00-00	6.3	.6	2.3	.06	.82
McDonald's Cp	MCD	55.88	51.75	53.13	1.38	2.66	55.88	40.84	.32	-.26	.15	-8.35	3.83	.57	S	16.1	22.0	11.4	13.0	.82	1.5	10-23-84	3001.1	342.6	.5	13.17	19.73
Morrison Inc	MORR	18.38	17.00	18.25	1.00	5.80	19.75	13.13	.07	.61	.66	13.46	1.48	.17	Q	12.5	16.0	4.4	11.9	.48	2.6	10-05-84	464.5	20.6	1.3	1.22	9.28
Mr Steak	MSST	1.75	1.50	1.63	.25	18.18	3.34	1.38	-.70	.57	-.08	-35.83	.15	.10	N	NE	-33.0	1.1	NE	.00	.0	03-26-84	63.2	.7	1.3	1.34	1.42
Nathans	NATH	2.50	2.25	2.25	-.25	-10.00	2.97	1.78	-.67	.00	-3.52	54.69	.19	.17	Q	188.8	38.0	2.0	8.7	.00	.0	09-11-84	20.0	.4	.8	.04	1.71
Natl Pizza	PIZA	8.00	7.50	7.75	-.25	-3.13	9.75	7.50	-.29	.28	-9.98	91.67	.79	.75	Q	NC	61.0	11.0	10.3	.00	.0	00-00-00	36.3	4.0	.9	.00	1.31
Naugles Inc	NAUG	9.00	7.13	7.25	-2.00	-21.62	20.25	7.13	-.35	-4.75	5.05	-17.39	-1.09	-1.79	F	-255.7	-31.0	-4.4	NE	.00	.0	11-01-82	114.8	-5.1	1.3	13.93	4.18
1 Potato 2	SPUD	5.00	4.00	4.25	.25	6.25	12.50	3.88	.16	-1.38	2.50	-62.50	.05	.05	Q	NC	115.0	1.1	85.0	.00	.0	00-00-00	9.3	.1	1.2	.98	3.63
Ogden Corp	OG	26.00	24.63	25.00	-.38	-1.48	32.50	24.13	-.27	-.09	-3.59	-1.71	2.64	.28	S	12.6	-8.0	3.0	10.0	1.80	7.2	09-10-84	1727.8	52.5	1.9	15.29	18.87
Old Fashion Fd	OFFI	5.25	5.25	5.25	.00	.00	7.50	4.75	.01	.29	-1.37	26.32	.60	.12	N	22.2	25.0	6.3	8.0	.00	.0	00-00-00	9.5	.6	1.7	3.01	3.01
Pancho Mex Buffet	PAMX	7.25	7.00	7.13	.13	1.79	8.00	5.88	-.39	.04	-2.26	-25.32	.43	.12	N	29.2	61.0	4.8	13.4	.13	1.8	09-06-84	25.1	1.2	1.2	.11	2.75
Peoples Rest	PEPL	1.50	1.25	1.38	.00	.00	9.75	1.13	-.14	1.52	-2.01	8.63	.28	-.32	N	-160.0	115.0	7.5	NE	.00	.0	00-00-00	25.3	1.9	1.3	1.86	4.41
PepsiCo Inc	PEP	45.00	42.75	43.63	-.25	-.57	45.50	34.50	-.01	.37	-.59	-12.52	3.01	.83	N	31.9	4.0	4.0	12.7	1.68	3.9	09-10-84	7093.6	284.1	1.3	8.76	19.18
Piccadilly Caf	PICC	20.50	18.50	18.50	-1.25	-6.33	24.25	13.13	-.45	-.59	-.27	64.03	1.40	.41	F	41.4	6.0	4.8	13.2	.60	3.2	09-10-84	173.8	8.4	1.6	.00	7.71
Pillsbury Co	PSY	44.38	41.13	42.50	1.00	2.41	44.38	33.00	.24	.21	-1.76	4.58	3.91	.60	Q	17.5	14.0	4.1	10.6	1.56	3.7	10-26-84	4123	169.8	1.2	11.65	24.22
Pizza Inn	PZA	9.00	8.13	8.50	-.50	-5.56	15.75	8.13	-1.10	.41	2.19	-3.25	1.14	.23	S	25.8	28.0	2.5	7.6	.08	.9	10-16-84	146.9	3.6	1.2	15.12	7.77
Po-Folks	POFO	13.38	10.38	11.63	-1.75	-13.08	16.63	10.38	-.54	-2.00	1.88	33.13	.37	.63	N	NC	9.0	1.9	18.5	.00	.0	00-00-00	69.8	1.3	1.1	4.68	4.95
Ponderosa Sys	PON	16.50	15.38	15.75	.25	1.61	24.88	15.00	-.94	-.23	1.08	-27.52	1.51	.07	S	4.5	-2.0	2.9	9.7	.40	2.5	09-18-84	418.0	12.1	.8	7.66	13.57
Prime Mtr Inn	PDQ	24.75	22.00	24.00	1.88	8.47	25.50	16.00	.05	.40	1.55	-29.05	1.20	.21	F	21.2	71.0	18.0	20.0	.12	.5	10-01-84	96.0	17.3	6.9	4.83	5.90
Primo Inc	PRMO	4.63	4.50	4.63	.13	2.78	7.00	2.38	.74	.87	1.62	-10.14	.11	.11	S	NC	113.0	11.5	42.0	.00	.0	00-00-00	2.6	.3	1.6	.83	1.08
Ramada Inns	RAM	7.25	6.38	6.50	.00	.00	11.63	5.63	.10	-.69	-1.28	8.20	.13	1.37	S	NE	-15.0	.7	10.3	.00	.0	10-19-81	572.0	4.2	.7	10.62	6.41
Rax Restaurants	RAXR	13.75	12.50	13.00	-.75	-5.45	21.50	12.00	-.76	-.58	-.19	2.60	.57	.63	Q	NC	57.0	3.8	20.6	.00	.0	00-00-00	63.0	2.4	1.7	4.33	3.63
Rest Assoc	RA	8.50	7.75	8.00	.38	4.92	9.50	6.50	-.07	-.80	5.62	13.33	.86	.09	S	12.6	19.0	1.6	10.0	.00	.0	00-00-00	141.1	2.2	1.0	112.50	144.44
Rest Systems	RSYS	13.25	12.50	13.00	.00	.00	14.25	9.00	-.28	-.66	-2.71	35.42	.72	.13	S	19.4	19.0	4.7	16.3	.00	.0	00-00-00	29.6	1.4	1.8	1.21	5.19
Ritzys G D	RITZ	3.75	2.75	2.75	-1.50	-35.29	10.75	2.75	-1.42	-1.08	6.29	-3.89	-.17	-.11	S	NE	-56.0	-9.6	NE	.00	.0	11-25-83	8.3	-.8	.7	.17	2.29
Rusty Pelican	RSTY	15.88	15.00	15.88	.75	4.96	17.63	10.75	-.07	1.35	6.05	3.44	.53	.58	S	NC	29.0	4.0	27.4	.00	.0	00-00-00	30.1	1.2	1.0	6.76	2.54
Ryans Fam Steak	RYAN	20.00	19.25	19.50	-.13	-.64	25.25	15.50	.15	-.13	3.28	-13.79	.52	.25	N	56.8	57.0	10.8	28.3	.00	.0	04-20-83	19.5	2.1	8.2	.19	3.89
Saga Corp	SGA	35.00	32.00	33.50	1.38	4.28	35.50	24.63	.11	.26	3.51	-18.36	2.40	.46	Q	22.8	77.0	2.7	13.6	.44	1.3	08-20-84	1131.0	31.0	1.0	5.86	12.70
Sandwich Chef	SHEF	7.50	7.50	7.50	.00	.00	11.75	6.75	-.41	.21	-.01	62.16	.55	-.15	F	-21.4	7.0	2.7	13.6	.00	.0	00-00-00	25.6	.7	1.5	.08	5.38
Sea Galley	SEAG	8.50	7.50	7.88	.13	1.61	11.63	7.13	.24	-1.72	-3.46	-18.45	.23	.86	S	600.0	20.0	1.2	9.1	.00	.0	06-02-81	73.0	.9	.6	5.06	3.18
Servico Inc	SRVI	22.75	20.50	20.50	-1.75	-7.87	24.50	13.50	-.03	-1.41	-.05	-87.98	1.19	.89	S	156.1	19.0	2.5	14.0	.00	.0	09-09-83	151.0	3.7	1.1	59.39	6.82
Shoney's Inc	SHON	35.13	32.75	33.25	.25	.76	35.13	20.00	.47	-.99	5.57	61.26	1.17	.33	N	31.4	33.0	6.0	24.1	.16	.5	10-01-84	392.8	23.4	1.6	2.64	6.83
Shoney's South	SHNS	16.00	15.00	15.00	-.63	-4.00	16.59	11.00	-.15	-.96	.53	14.62	.99	.36	S	46.7	33.0	3.5	13.3	.00	.0	10-02-84	142.0	4.9	.7	2.81	7.01
SIS Cp	SISB	5.50	5.50	5.50	.00	.00	10.75	5.00	.13	.28	-3.17	67.65	.14	.13	F	300.0	65.0	4.4	39.3	.00	.0	00-00-00	4.5	.2	6.0	.97	2.65
Sizzler Rest Intl	SIZZ	17.00	16.00	16.75	.50	3.08	18.75	8.75	-.23	.57	-3.44	41.09	1.01	.08	N	8.3	15.0	4.5	16.1	.00	.0	00-00-00	128.0	5.8	2.3	1.49	6.27
Skippers	SKIP	9.75	9.00	9.13	-.38	-3.95	11.50	8.00	-.30	-.57	1.95	37.27	.81	-.01	S	-1.2	24.0	4.0	11.6	.06	.7	04-02-84	50.5	2.0	1.3	1.84	6.39
Sonesta Intl	SNSTA	18.50	18.50	18.50	.00	.00	18.50	16.50	.02	.23	-11.79	.00	1.02	-.94	Q	-118.9	-17.6	2.3	NE	.30	1.6	06-04-84	73.4	1.7	.7	41.07	6.99
So Hospitality	SHOS	4.25	4.00	4.25	.00	.00	5.13	3.75	-.10	.96	.56	-13.64	.33	.06	F	22.2	9.0	4.2	12.9	.00	.0	00-00-00	35.7	1.5	1.7	3.17	2.23
Consol Prdts	COPI	5.13	5.00	5.00	.00	.00	10.00	4.75	-.01	.31	-11.41	-14.37	.29	.06	N	25.0	7.0	2.1	16.7	.00	.0	00-00-00	63.4	1.3	1.3	4.90	3.05
Taco Viva	TVIV	8.25	7.50	8.00	-.25	-3.03	10.75	7.00	-.50	.92	-5.03	-10.08	.40	.43	N	NC	8.0	5.1	18.6	.00	.0	06-02-83	15.8	.8	1.8	.75	2.34
TGI Friday's	TGI	9.63	8.88	9.00	-.38	-4.00	17.88	8.63	-.69	-.31	-1.15	8.03	.65	.68	S	NC	14.0	4.5	13.2	.00	.0	00-00-00	229.5	10.4	1.9	2.44	6.94
TGIF Texas	TEXF	2.38	2.38	2.38	.00	.00	7.50	2.25	.02	.00	3.51	16.67	.06	-.01	Q	NC	120.0	.0	NE	.00	.0	00-00-00	9.0	.0	.9	1.19	1.92
Transworld	TW	31.88	28.63	30.38	1.50	5.19	33.53	22.97	.22	-.48	1.51	-40.45	1.30	7.19	S	NE	76.0	3.2	4.8	.40	1.3	08-09-84	1889.2	60.2	1.2	7.79	13.90
USACafes	USCF	3.75	3.63	3.75	.13	3.45	5.25	2.75	-.38	1.17	-5.57	3.45	NA	NA		NA	NA	NA	NA	.00	.0	00-00-00	NA	NA	NA	NA	NA
Vicorp Restaurants	VRES	18.88	18.13	18.63	.38	2.05	22.00	12.88	-.45	-.03	-6.94	-14.81	.85	.42	N	56.0	57.0	5.1	15.9	.12	.6	08-17-84	93.8	4.8	1.0	6.03	5.30
Victoria Stations	VSTA	3.75	3.25	3.50	.13	3.70	9.63	3.00	-1.73	-1.19	.88	-24.39	-1.02	-.44	N	NE	-61.0	-7.1	NE	.00	.0	09-19-79	111.9	-8.0	.6	8.39	8.51
Vie de France	VDEF	14.13	12.25	12.75	-1.38	-9.73	15.25	10.50	-.35	1.28	8.73	-78.49	.47	.47	F	NC	126.0	10.0	27.1	.11	.9	06-11-84	43.1	4.3	1.2	.18	1.08
Wendys Intl	WEN	19.88	18.13	19.13	.75	4.08	20.50	13.03	-.10	-.41	-3.15	-10.03	1.01	.27	S	30.3	22.0	7.7	16.5	.24	1.3	08-06-84	715.1	55.2	.7	1.59	5.67
Wstn Steer	WSMP	11.00	10.75	11.00	.25	2.33	13.25	9.00	.20	.25	-2.74	-22.83	1.02	.07	Q	7.1	4.0	3.3	10.5	.20	1.8	08-24-84	36.1	1.2	1.6	5.02	10.04
Winners Cp	WNR	7.50	6.88	6.88	-.50	-6.78	16.25	6.75	-.29	-1.81	-2.85	18.16	.63	.01	S	1.6	11.0	3.3	11.1	.00	.0	03-10-83	88.2	2.9	1.2	10.32	7.40

All data is based on sources believed to be reliable, but its accuracy is not guaranteed. Every effort will be made to correct errors, when discovered, in future issues.

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